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GOLDWYN PRESS SHEET

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GOLDWYN presents

"ALL'S FAIR IN LOVE"

Scenario by
Arthur J. Statter

Adapted from the stage success, "THE BRIDAL PATH"

By THOMPSON BUCHANAN

Directed and Supervised by E. MASON HOPPER

Produced by GOLDWYN STUDIOS

SPRIGHTLY COMEDY, "ALL'S FAIR IN LOVE" INTRODUCES MAY COLLINS AS GOLDWYN LEADING LADY

Story by Thompson Buchanan, Directed by E. Mason Hopper, Is Satire on the Conventional 'Movie' Vampire

MAY COLLINS, NEW METEOR OF THE SCREEN

Plays Leading Part in "All's Fair in Love," Her Second Goldwyn Picture

A new Goldwyn leading lady, the seventeen-year-old May Collins, makes

"All's Fair in Love," a delightful satire, which will be shown at the Theatre, for days, beginning This is Miss Collins's second picture, though she has had a notable career on the speaking stage. Her most recent success was in the stage play, "The Outrageous Mrs. Palmer."

The story of "All's Fair in Love" presents an impetuous young girl, who announces to her father that she will marry the charming man whose head she hit with a golf ball that morning. In her own way, the girl manages to marry the innocent young man. But he has a past! And this complicates the matter. The poor young bride is convinced that a professional vampire actually has her husband's affections, and decides consequently to play the same role herself. How she does it, how pitifully she fails, and the uselessness of her attempt are delightfully told in this Thompson Buchanan picture.

The photoplay was directed by E. Mason Hopper, who made the first "Edgar" comedies from the pen of Booth Tarkington.

Richard Dix, who has risen rapidly in the esteem of picture goers, plays the leading male role. His performance proves that he is as capable in comedy as in dramatic parts. Raymond Hatton, the man with a hundred screen faces, adds another clever characterization to his many impersonations. Besides these, the all-star cast includes such well-known players as Marcia Manon, as the typical "movie" vampire, Stuart Holmes, a well-loved villain, and Andrew Robson.



MAY COLLINS in
"ALL'S FAIR in LOVE"
A GOLDWYN Picture—
P-2400

Marcia Manon is one of the best known screen actresses of a special type. She is called the "Mona Lisa lady," because of her striking resemblance to that famous painting. Some of her cleverest acting is seen in "All's Fair in Love," a Goldwyn comedy, coming to the Theatre, for days, commencing

May Collins, who plays the leading feminine role in "All's Fair in Love," coming to the Theatre, for days, commencing

name. It is "Elbows," and was given to her on the occasion of her first Broadway opening.

Miss Collins is but seventeen years old, and this Goldwyn comedy is her second motion picture venture. She calls herself a "flapper," but in film circles she is already marked as a star, because of her unusual ability to see herself as others see her.

"It was three years ago—you see I was very young, when I opened in 'She Would and She Did' on the legitimate stage, with Grace George. I was terribly in earnest, and quite heartbroken when the papers ignored my efforts at acting and raved about the dimples in my elbows! I took it so seriously that the company dubbed me 'Elbows.'"

Nevertheless, her work was recognized, for she made an outstanding hit in the Shubert production of "The Outrageous Mrs. Palmer," and several other Broadway plays. Her first picture was "Wife Insurance," and her second is the Goldwyn production of "All's Fair in Love."

Raymond Hatton's appearance in any picture means that everyone else in it is going to do his or her very best acting—to keep up with Hatton. His reputation for excellent character work has assumed gigantic proportions since his work in the Rogers picture, "Jes Call Me Jim," and in "Bunty Pulls the Strings," also Goldwyn productions. His latest work may be seen in "All's Fair in Love," a Goldwyn comedy, coming to the Theatre, for days, commencing

Mats furnished free at your nearest Goldwyn Exchange. Electrocs supplied at a moderate cost.

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"ALL'S FAIR IN LOVE"

RAYMOND HATTON, AN ACTOR WITH A HUNDRED FACES

Great Character Actor Seen in
"All's Fair in Love," With May
Collins and Richard Dix

Raymond Hatton is a name with which every movie fan is well acquainted, and yet there aren't many of the pack of cinema-hounds who run the country who can recognize his honest-to-goodness and genuinely pleasant face when they behold it in printed form—for it is one of the penalties of greatness to have one's picture printed, in newspapers, periodicals, pasted on garbage-cans, and wound round insufferable stogies. Nevertheless, in whatever form it comes, Fame is delightful, and also, occasionally, deserved. Raymond Hatton is one whose popularity is so well founded that it would take more than a California earthquake to shake it. (Los Angeles papers please copy.)

Yet, despite his popularity, few people know his face. You will grant that there is a catch here, somewhere! You are, as usual, right. Mr. Hatton has suffered all his life from an early-won (he is still young) reputation that as a character-actor he can play any part under the sun and perhaps a little beyond it. He was recently seen in Goldwyn's production of "All's Fair in Love," with May Collins and Richard Dix.

Mr. Hatton began his career at a salary of \$5 a day and he wasn't allowed to work every day, but he had for his associates names which were afterwards to become world-famous—Mack Sennett and Mabel Normand, for instance. Incidentally, when Hatton recently joined the Goldwyn players, he played with Miss Normand, in "Head Over Heels." His salary—I am not revealing any secrets—was more than \$5 a day.

Like most prominent and unprominent people, the characterist has a hobby—gardening and horticulture. He is almost as successful at these pursuits as he is in his profession. But despite that success, and despite his popularity, he remains as mysterious—facially—to the great American public as Cleek of the Hundred Faces.

Vamping other women's husbands is a common enough practice, says May Collins, who plays a very young and unsophisticated bride in "All's Fair in Love," a Goldwyn comedy, coming to the Theatre, for days, commencing As Natalie in the picture, Miss Collins believes she is the first and only woman who has deliberately set out to vamp her own husband. She does it thoroughly, utilizing most of the furniture and hangings in her boudoir as part of her make-up.

ADVANCE NOTICE No. 1

DO MEN WANT TO BE "VAMPED?" Many girls think so. The impetuous little girl in the new Goldwyn picture, "All's Fair in Love" thought so, and as a consequence spent many sleepless nights and despairing days worrying about a husband who adored her and who, she insisted, had been torn from her side by the wiles of a vampire.

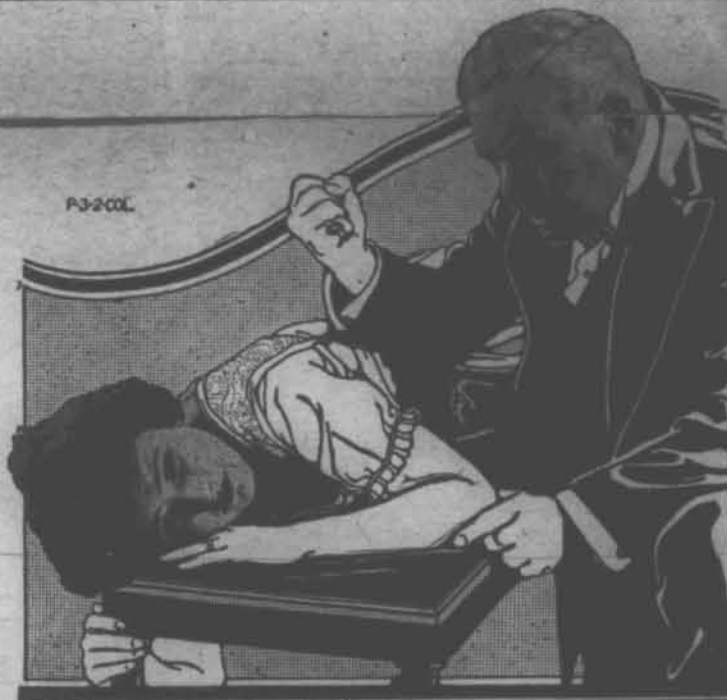
This sprightly comedy from the pen of Thompson Buchanan, which first appeared on the stage under the title of "The Bridal Path," will be shown at the Theatre, for days, beginning It serves to introduce dainty May Collins as a Goldwyn leading lady. Playing the role of the innocent young husband is Richard Dix, who has appeared in several former Goldwyn productions. Other prominent players in the cast are Marcia Manon, Raymond Hatton, Stuart Holmes and Andrew Robson. The picture was directed by E. Mason Hopper.

ADVANCE NOTICE No. 2

A delightful comedy with May Collins, the new meteor of the screen world, in the leading feminine role, will be seen at the Theatre, for days, beginning when "All's Fair in Love," a new Goldwyn picture, is presented. Thompson Buchanan, author of many successful stage plays, is the author. The photoplay was directed by E. Mason Hopper.

Miss Collins is the seventeen year old leading lady who, it has been rumored, is to marry Charlie Chaplin some time at the end of the year. She has appeared in several Broadway stage productions, and has had considerable experience as a stock company actress.

In "All's Fair in Love," Richard Dix plays the leading male role opposite Miss Collins. His manly bearing and his genuine ability as an actor, add immeasurably to any picture in which he appears. The comedy develops around a young girl with a fixed idea that her new husband is in the clutches of a vamp, and tries herself to play the part that she thinks will keep him forever. The muddle in which she finds herself gives rise to many unusual and laughable episodes.



MAY COLLINS and ANDREW ROBSON in
"ALL'S FAIR in LOVE" A GOLDWYN Picture

Richard Dix, who has appeared in a number of Goldwyn pictures, plays the leading male role in "All's Fair in Love," a Goldwyn comedy, coming to the Theatre, for days, commencing Dix is a recent addition to the screen from the speaking stage. He was born in St. Paul, Minn. He also played

the leading male role in Rupert Hughes' "Dangerous Curve Ahead."

May Collins, the dainty leading lady in "All's Fair in Love," a Goldwyn comedy, coming to the Theatre, for days, commencing has just come from the Broadway production, "The Outrageous Mrs. Palmer."

Plans furnished free at your nearest Goldwyn Exchange. Electrocs supplied at a moderate cost.

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"ALL'S FAIR IN LOVE"

SHORT REVIEW No. 1

Should a girl play fair for the man she loves? How far may she transgress the rules of the age-old game and keep the affections of those she loves? These are questions that are suggested by the new Goldwyn picture, "All's Fair in Love," which is now playing at the Theatre. They are fair questions, too, considering the fact that the heroine, played by May Collins, is at first the victim of a woman who does not count the costs to gain her ends. Learning by example, the simple heroine tries to imitate the other's tactics. But there are some who can play unfairly and others who cannot, no matter how hard they try.

The comedy in this story, by Thompson Buchanan, results from the heroine's ridiculous attempt to win back a husband whom she drove away in a fit of jealousy. The story is an excellent one for May Collins. The leading man in the cast is Richard Dix; and Raymond Hatton plays an important character role. The picture was directed by E. Mason Hopper.

Marvelous Wedding Gown for May Collins

An absolutely new idea of a modern wedding gown was thought out for May Collins, who plays the leading feminine role in the Goldwyn picture, "All's Fair in Love," which will be shown at the Theatre, for days, beginning

The costume designer borrowed the design from the mediaeval silhouette, and created a beautiful gown of straight, long lines, covered with an almost solid veiling of seed pearls. Miss Collins looks like a member of royalty in the wedding scene of this picture, which was directed by E. Mason Hopper. The story is an adaptation of Thompson Buchanan's play, "The Bridal Path."

\$150 Bouquet for May Collins

The bride's bouquet in "All's Fair in Love," would easily be worth \$150 in New York city, according to dainty little May Collins, who plays the bride, and who but recently left a Broadway production to make this Goldwyn picture, which comes to the Theatre, for days, commencing Miss Collins was amazed at the lavish expense put into her bridal trousseau for the picture. Her gown is literally covered with seed pearls, and the train is of heavy silver brocade, while real lace is used for the Princess slip.

WHY THE MOVIES USE FAKE BOOKS

May Collins, a newcomer to the screen from the legitimate stage, who will be seen in "All's Fair in Love," a Goldwyn picture, coming to the Theatre, for days, beginning, was much puzzled by the books used in the production. They are called "block" copies and are made by the publishers to submit to dealers to show style of print, binding and paper. Only the preface and the first chapter are printed. The other pages are blank.

Miss Collins was curious to know why motion pictures are made with these fake books. But she soon learned that it is almost impossible to keep a library intact in a motion picture studio, because the actors become interested in a book while working on a set and then absent-mindedly walk off with it.



MAY COLLINS and RICHARD DIX
in "ALLS FAIR in LOVE"
A GOLDWYN Picture
F-H-COL

"ALL'S FAIR IN LOVE"

Cast:

Natalie.....May Collins
Bobby Cameron.....Richard Dix
Vera.....Marcia Manon
Craig Randolph.....
.....Raymond Hatton
Rogers.....Stuart Holmes
Marshall.....Andrew Robson

Author

THOMPSON BUCHANAN

Director

E. MASON HOPPER

Continuity

ARTHUR F. STATTER

Cameraman

JOHN J. MESCALL

Assistant Director

E. J. BABILLE

SHORT REVIEW No. 2

A small, but excellent cast may be seen in the new Goldwyn picture, "All's Fair in Love," which was presented at the Theatre, this week. The story, which was directed by E. Mason Hopper, is a light comedy, well suited to the talents of dainty May Collins, a newcomer to the screen from the speaking stage. Miss Collins, who has been reported to be engaged to Charlie Chaplin, made a decided hit in the recent Broadway production, "The Outrageous Mrs. Palmer."

Although "All's Fair in Love" is only her second picture, she presents a delightful new personality to the screen through her playing of the leading feminine role. May Collins has youth, beauty, grace and a developed understanding of the requisites of photoplay acting.

That excellent leading man, Richard Dix, plays the male role opposite Miss Collins. Marcia Manon, the perfect "movie" vampire, has another gratifying vampire part, which she interprets in a vein of comedy. Raymond Hatton is cast in a character part. Stuart Holmes is seen as a perfect villain, who nevertheless isn't the hissing kind. The heroine's father fits the person of Andrew Robson perfectly. The story was written by Thompson Buchanan, who in the author of several stage and screen plays.

Goldwyn Picture Directed by Artist

E. Mason Hopper, the Goldwyn director, who made "All's Fair in Love," the new comedy coming to the Theatre, for days, beginning, was an artist before he became a motion picture director. Mr. Hopper belongs to a family of artists, and spent his youth in famous art schools both in America and abroad. However, he discovered that he preferred the drama to painting, and went on the stage.

His imagination received wider scope when he was given a chance to direct the George Ade "Fables in Slang" for the screen. After this, Mr. Hopper made several feature pictures before coming to Goldwyn.

Last year, Mr. Hopper made a genuine contribution to the screen with his imaginative two reel "Edgar" comedies, from the pen of Booth Tarkington. He then directed the Rupert Hughes picture, "Dangerous Curve Ahead," and now his latest work, "All's Fair in Love," the Goldwyn production of Thompson Buchanan's play, "The Bridal Path," will again show his artist's imagination set free.

May Collins and Richard Dix play the leading parts in this comedy, while Raymond Hatton has an excellent character role.

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"ALL'S FAIR IN LOVE"

"ALL'S FAIR IN LOVE" WRITTEN BY SOUTHERNER

Author of Many Successful Stage and Screen Plays, Wrote New Goldwyn Picture

Thompson Buchanan, author of the new Goldwyn picture, "All's Fair in Love," which will be shown at the Theatre, for days, beginning, is a Southerner by birth. He has written many successful plays, among them being "A Woman's Way" and "The Bridal Path," the latter play being the original of the screen story now released under the new title of "All's Fair in Love."

When Mr. Buchanan made his home in New York, he could not get accustomed to the business-like attitude of northern servants. He missed the little personal attentions of his own Southern mammy. It came to such a pass that the author finally sent home for his old mammy to take care of his bachelor quarters. With his physical comforts provided for, the author felt entirely at ease to go on with his writing.

"Must Know Everything" Says Director Hopper

"A director can never know too much about things other than directing, and nothing that he knows ever goes to waste," says E. Mason Hopper, Goldwyn director of "All's Fair in Love," coming to the Theatre, for days, commencing Hopper made this remark apropos of his handiwork on a miniature of May Collins, the leading lady in the picture, and which is used in the photoplay. The director's artistic sense did not approve of the contour of the little actress' head in the miniature, and while the Goldwyn Company had paid a high price to have it painted, Hopper picked up the brush and with a few clever strokes changed the outline of the hair to suit him.

SHORTS

Swimming under water, and bumping your head against somebody else may look easy, but it isn't, as May Collins, the Goldwyn leading lady in "All's Fair in Love," can testify. In this delightful comedy, coming to the Theatre for days, commencing, Miss Collins and Richard Dix engage in a head bumping contest under the waters of a private swimming pool. Sometimes they bumped, and sometimes they swam gayly by each other, and Miss Collins said the worrisome part of the whole thing was that they never knew which they were going to do. Finally, however, E. Mason Hopper, director, pronounced the bumping "perfect."

The dramatic critic of the Los Angeles Herald, in reviewing a legitimate production in which May Collins, the leading woman in the Goldwyn production of "All's Fair in Love," had a part, had this to say about the young woman who has been reported as the future Mrs. Charlie Chaplin:

"She has the innocence of Mary Pickford, the winsomeness of Mabel Normand, the vivacity of Eva Tanguay—the Eva of twelve years ago—and bobbed hair just as the magazine cover girls wear it. Youth and charm are her greatest assets."

"All's Fair in Love," will be shown at the Theatre, for days, beginning

Nothing is more contagious than a yawn.

When May Collins, in "All's Fair in Love," a Goldwyn comedy, coming to the Theatre, for days, beginning, played the scene wherein she is supposed to sit up all night composing a letter to her husband, everyone on the stage, from director to property man, commenced yawning.

"Wake up, you folks! We'll all go to sleep at this rate," suddenly exclaimed E. Mason Hopper, director, as he observed the cameraman grinding slower and slower. "I'm going to fine anyone but Miss Collins who yawns in the next five minutes! Now let's finish this scene!" It is recorded that everyone present paid one or more fines.

May Collins is a born comedienne. She knows it, but for some unaccountable reason her Broadway successes have been what she calls "emoting" roles. For the first time in her career she was cast in a light comedy role in "All's Fair in Love," a Goldwyn picture, coming to the Theatre, for days, commencing "People always do best what they like to do best. That is why I am being told this is the best thing I've done," said Miss Collins, who plays a little society miss who tries to make herself into a wicked vampire—and fails.

MAY COLLINS AND RICHARD DIX JUST MISS MARRIAGE

Ordained Minister Performed Real Ceremony in "All's Fair in Love," But Couple Have No License

The lack of a marriage license was the only thing that prevented the actual marriage of May Collins and Richard Dix, when they went through the wedding ceremony in "All's Fair in Love," a Goldwyn picture, coming to the Theatre, for days, commencing The officiating clergyman in this case was not only a motion picture actor, but actually a retired Episcopalian minister, and from force of habit he read the ceremony through from beginning to end.

As neither Miss Collins or Mr. Dix had ever been married before, they did not know any better than to repeat the "I do's."

"The only thing that saved you two young people from being married was the fact that you have no license, and that I used your picture names instead of your real ones!" exclaimed the Rev. Sherod, one time arch-deacon of the Diocese of Georgia.

Food Has Improved In The "Movies"

What would a screen star of today say to being served with cotton batting and lard, instead of real ice cream, when doing a scene in a picture?

Stuart Holmes, who plays the role of Rogers (the villain) in "All's Fair in Love," coming to the Theatre, for days, commencing, says when he started screen acting, French pastry and other genuine "eats" were rarely used as "props." When a cornucopia man wasn't handy, they mixed up a mess of cotton batting and lard and fed it to the leading man! Holmes can still shudder with genuine dread at the thought of that bygone tidbit! The fact that Goldwyn always provides the finest foods for the "eating" scenes was a great comfort to him.

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